



TKI MEMBER'S EARLY BIRD RATE...
BOOK AND PAY PRIOR TO 22ND JANUARY 2010 FOR DISCOUNTED RATES!



Kangaroo Island

2010 Visitor Guide

ADVERTISING PROSPECTUS

THE LEADING TOURISM ADVERTISING OPPORTUNITY FOR YOUR KANGAROO ISLAND BUSINESS!

120,000 COPIES PRINTED AND DISTRIBUTED STATEWIDE, NATIONALLY AND INTERNATIONALLY. DON'T MISS OUT.

Produced by Tourism Kangaroo Island in partnership with the South Australian Tourism Commission.

 **Kangaroo Island.**
A brilliant blend. **South Australia.**





GREAT FISHING... THE OFFICIAL 2010 KANGAROO ISLAND VISITOR GUIDE

THE VISITOR GUIDE

Welcome to the 2010 Kangaroo Island Visitor Guide, the key marketing initiative of Tourism Kangaroo Island (TKI) and one of the most important co-operative marketing opportunities for anyone who wants to target visitors – and prospective visitors – to Kangaroo Island.

The Guide aims to position Kangaroo Island as a compelling must-see, wild and welcoming destination for South Australian, Interstate and International tourists, in-line with Kangaroo Island's brand and the Island's key selling points.

The Visitor Guide is designed with two purposes in mind. Firstly, it provides tourists with the motivation to visit Kangaroo Island, and secondly, it acts as an essential travel companion once they've arrived – promoting the accommodation, transports, tours, activities and experiences our Island has to offer.

ITS DISTRIBUTION

The Kangaroo Island Visitor Guide is an official South Australian Tourism Commission (SATC) publication. The benefit of this is, Tourism Kangaroo Island takes advantage of the widespread, yet targeted, distribution channels of the SATC and the Visitor Information Centre network. Tourism Kangaroo Island produces 120,000 copies of the guide that are distributed via the following channels:

- > Every Visitor Information Centre in South Australia
- > Travel Agents & Wholesalers throughout Australia, New Zealand, Europe, UK, North America, Japan and Asia
- > Local, national and international trade and consumer shows
- > Trade and consumer promotions
- > Motoring organisations (i.e. RAA, RACV)
- > Various hotels in the Adelaide CBD

- > Delegate registration packs at selected conferences
- > Other selected visitor information centres nationally

WHO PRODUCES THE GUIDE?

The Guide is produced and distributed by Penneshaw-based TKI, one of South Australia's eleven Regional Tourism Organisations. TKI is partnered by the SATC, Kangaroo Island Council and the Kangaroo Island tourism industry. As per last year, all advertising sales, billing and graphic design will be conducted on behalf of TKI by our partner Graphic Alliance Pty Ltd.



MEMBER'S EARLY BIRD RATE **Tourism Kangaroo Island Members are entitled to a special Early Bird Rate!**

This special rate applies only to 2009/10 TKI Members who pay their advertising fees in full **prior to Friday 22nd of January, 2010.**

HOW DO I BOOK AND PAY FOR ADVERTISING? **CALL GRAPHIC ALLIANCE ON (08) 8172 1199**

ALL advertising bookings close Friday 5th of February, 2010. FULL payment for ALL advertising required by Friday 12th of February, 2010. [except Members with Early Bird Rate]. Any advertisement not paid for in full by Friday 12th of February, 2010 will be removed from the Guide.

EFT payments: Savings and Loans Credit Union. BSB: **805 023**. Account Number: **0413 9681** – If you choose to pay by EFT please notify Graphic Alliance of your payment by emailing us: judy@graphicalliance.com.au

Cheques: Can be made payable to 'Graphic Alliance'. Post to: Graphic Alliance, Suite 6, 198 Greenhill Road, Eastwood SA 5063.

Credit Card: Fill out the payment slip below, cut along line and fax it to (08) 8172 0099 or post it to Graphic Alliance (address above).



You can **call** Graphic Alliance on **(08) 8172 1199** to arrange Credit Card Payment by phone.

Name of authorising person: _____ Name of Business: _____

Date: _____ Size of Ad Booked: _____ Price in Total: \$ _____

Card Number: Visa Mastercard

Expiry Date: Month Year

Name on Card: _____ Signature: _____

ADVERTISING RATES & BOOKING CONFIRMATION

2010 Kangaroo Island Visitor Guide

DATE _____

YOUR NAME _____ YOUR BUSINESS NAME _____

YOUR BUSINESS STREET ADDRESS _____

POSTCODE _____

YOUR BILLING ADDRESS (if different from above) _____

MOBILE _____ TELEPHONE _____ FAX _____

EMAIL _____

MY INDEX LISTING SHOULD APPEAR UNDER – NAME _____ PHONE _____

SELECT REQUIRED ADVERT SIZE Add the appropriate Advertising Rate, applicable Artwork Production or Text Only Change charges, and write in the Total below.

Advert Size	Advert Dimensions (mm) height first, then width	2010 Advertising Rate ^	Member's Early Bird Rate*	New Artwork Production Rates	Text Only Changes	TOTAL
1/9 page – V only Template Style Only	V: 80 x 58.5	\$869	\$739	\$50	\$30	
2/9 page – H or V Template Style Only	H: 80 x 121.5, V: 164.5 x 58.5	\$1565	\$1330	\$65	\$30	
1/3 page – H or V	H: 80 x 184.5, V: 249 x 58.5	\$2349	\$1996	\$85	\$30	
4/9 page – V only	V: 164.5 x 121.5	\$2803	\$2383	\$155	\$30	
2/3 page – H or V	H: 164.5 x 184.5, V: 249 x 121.5	\$4252	\$3614	\$175	\$30	
Full Page – V only	V: 285 x 210 + 3mm bleed	\$4660	n/a	\$200	\$30	
Inside Back Cover – V only	V: 285 x 210 + 3mm bleed	\$5124	n/a	\$200	\$30	
Inside Front Cover – V only	V: 285 x 205 + 3mm bleed	\$5357	n/a	\$200	\$30	
Outside Back Cover – V only	V: 285 x 210 + 3mm bleed	\$5357	n/a	\$200	\$30	
Double Page Spread – H only	H: 285 x 420 + 3mm bleed	\$8853	n/a	\$350	\$30	
Please note: All prices include 10% GST.					TOTAL	

*Member's Early Bird Rate applies only to 2009/10 Tourism Kangaroo Island Members who pay in full before Friday 22nd of January, 2010.

^The 2010 Advertising Rates apply to ALL non -TKI Members, and to TKI Members who fail to pay by Friday 22nd of January, 2010.

YOUR ADVERTISING MATERIAL (Please tick ✓ one only) **ALL 1/9 AND 2/9 ADS** will be in Template Style. Ads larger than 2/9 are not required to be in the template style. If your current ad requires major text or artwork changes, then the appropriate rate in the table above will apply. Provided that the size of the ad remains the same and no major alterations have occurred, there will be no charge for art work with up to 2 proof checks for minor alterations.

Is your ad a repeat with no changes from the 2009 KI Visitor Guide? Great! No further charges apply other than the **Advertising Rate**. What page was your ad on in last year's Guide? _____

Is your ad the same as last year but requiring alterations? Easy! Text-only changes are \$30. Other major artwork changes will be charged at the **New Artwork Production Rates**. Up to two PDF proofs will be issued for your approval. For simple text only changes, use the space provided here.

Do you require a new ad to be produced by Graphic Alliance? Simple! **New Artwork Production Rates** apply, and up to 2 PDF proofs will be issued for your approval. (Extra charges apply after 2 proofs). Graphic Alliance will contact you regarding your supply of text, logos and images.

Are you going to supply an already produced ad? (Ads in Word or Publisher are NOT acceptable). No charges apply other than the **Advertising Rate**, and you will NOT receive a proof from us. Graphic Alliance will contact you with details of how your agency can supply your ad to **the required specifications** and with details on supplying 1/9 and 2/9 ads in the Template Style. Accuracy of the content of supplied ads lies solely with the advertiser.

PLACEMENT OF ADS Ads will continue to be placed in the relevant sections. All requests for specific placement will be considered. Requested placements are not guaranteed, though TKI and Graphic Alliance will, in good faith, endeavour to meet these requests.

ARRANGE PAYMENT On the previous page are details for paying by EFT and Cheque. For Credit Card payments, either fill out and return the Tear-Off Slip opposite [see 5a], or call Graphic Alliance on (08) 8172 1199 to pay by Credit Card over the phone.

SIGN HERE Your signature here confirms your Advertising Booking and your Artwork requirements for the 2009 Kangaroo Island Visitor Guide. **Please see booking and payment deadlines on the back page.**

YOUR SIGNATURE _____ DATE _____

FAX THIS COMPLETED FORM TO GRAPHIC ALLIANCE Fax: (08) 8172 0099

How often do your advertising dollars guarantee an audience with your target market? The Kangaroo Island Visitor Guide is the essential resource for visitors to the Island. This is how they research their holiday prior to arriving and this is what they use to get around the Island when they arrive. This is the premier publication for Kangaroo Island's tourist with a distribution of 120,000. We highly recommend you consider the 2010 Kangaroo Island Visitor Guide.

WHAT DO YOU GET FOR YOUR INVESTMENT?

- > Exposure in Kangaroo Island's most important piece of consumer marketing collateral
- > 12-month life-cycle for your advertisement
- > Targeted audience
- > Advantage of the SATC's wide distribution network
- > 120,000 copies printed and distributed
- > Exposure in an official SATC guide (viewed by consumers as being more 'trustworthy and reliable')

WHO CAN ADVERTISE?

Anyone! If you want to target the 'Experience Seeker' that Kangaroo Island attracts from all over Australia and the World, then the Kangaroo Island Visitor Guide is a very viable advertising option for you to consider. Kangaroo Island has received significant media coverage over the past 2-years and interest is at an all time high. This is an opportunity for you to leverage off that interest.

WHEN DOES THE KANGAROO ISLAND VISITOR GUIDE LAUNCH?

The Kangaroo Island Visitor Guide will launch during April 2010. The Kangaroo Island Guide is the only regional Visitor Guide to launch in April - the start of the international tourism 'season'. This means our latest and greatest Guide is taken to all the major international trade and consumer travel shows. This is not to say the domestic market isn't important to Kangaroo Island – because it is – it's critical. However, if Kangaroo Island is to become a serious international visitor attraction, then we need to align some of our marketing activities with the international market.

HOW DOES TKI DECIDE WHO GETS EDITORIAL?

As part of TKI Membership, all operators (excluding accommodation providers) are entitled to editorial in the Visitor Guide. Unfortunately space prevents us from giving editorial to accommodation providers. However, TKI produces a separate document that details all Member accommodation places that we distribute at the Visitor Information Centre in Penneshaw.

WHY DO TKI AND GRAPHIC ALLIANCE ASK FOR PAYMENT SO EARLY?

The Visitor Guide is not a traditional publication that you would usually advertise in. Instead the Visitor Guide is a co-operative marketing piece put together by TKI, SATC and operators. As such, a separate bank account has been created and the advertising money we collect is invested back into the design, paper, printing and other costs as we go.

WHY IS A NEW VISITOR GUIDE PRODUCED EACH YEAR?

One of the most asked questions we get! The fact is; things change very quickly in tourism. Businesses open, businesses close, opening hours change, roads change, rules and regulations change. It is up to all of us to ensure our visitors are given the best, most up-to-date information we can. If we can achieve this, then we are well on our way to starting our visitor's experience off on the right foot.

SUPPLYING FILES

Ads to be supplied by email (see contact details below) or on CD. Recommended file formats: Hi resolution PDF. All fonts converted to paths and images embedded. (We also accept Mac InDesign v2 files. Only Mac fonts are acceptable.) All spot (RGB) colours must be converted to CMYK. Graphic Alliance and TKI take no responsibility for colour shifts. Images must be 300dpi at 100%, in CMYK and supplied as hi-res .jpg, .eps or .tif. If you have any queries, please contact Graphic Alliance on the number below.

TKI MEMBERSHIP

Being a member of TKI is not just about reduced rates in the Visitor Guide. It is a partnership between TKI and your business, that entitles you to many benefits and opportunities to help maximise your business' potential. In addition, by being a TKI Member, you will help Kangaroo Island achieve the status it so rightly deserves – as one of Australia's great destinations and experiences. For more information on the benefits of TKI Membership, please contact Tania O'Neil at the TKI office.

DEADLINES

Early Bird Member

Bookings & Payment:

Friday 22nd of January, 2010

All other bookings:

Friday 5th of February, 2010

All other payments:

Friday 12th of February, 2010

Supplied artwork:

Friday 29th of January, 2010

Final proof approval:

Friday 29th of January, 2010

NOTE: All unpaid advertising will be removed from the Guide from Friday 12th of February, 2010